

September/October 2009

Trendlines

Perspectives on Utah's Economy

VISITS TO UTAH'S
NATIONAL
PARKS UP
4 PERCENT

TOURISM,
Hospitality,
Recreation &
Food Services in Utah

MANY NONURBAN
COUNTIES
RELIANT ON
TOURISM-RELATED
JOBS

WHO WORKS
IN THE LEISURE
& HOSPITALITY
INDUSTRY?

MEASURING
UTAH'S TOURISM
ECONOMY

OCCUPATIONS
Park Rangers:
Gatekeeper To Nature

This Downturn
is Noticeably
Different



Trendlines

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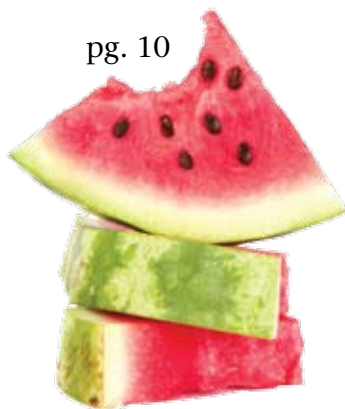
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This Downturn is Noticeably Different

Utah's economy is in recession—a sharp recession. Job slowing began in September 2007, and then accelerated to an overwhelming and across-the-board level beginning in October 2008. Utah job losses have been continuous and steady since then. To offer some perspective, history shows that total employment in Utah has always increased from October through November, and into December, peaking in December with the holiday temporary hiring spike. Not last year. In 2008, employment declined each month between October through December. That kind of job loss across that time period has never been measured before.

The same holds true with the January-through-March 2009 period. Employment always increases each consecutive month across that period. Not this year. Each of those months showed fewer workers than the month before. For data trackers and trend-sensitive analysts, this bucking of the historical norm speaks volumes to the unique and powerful recessionary impact of this current economic downturn. This is shaping up to be a downturn like none seen in Utah since the Great Depression. Granted, this will not be another Great Depression, but it will turn out to be the sharpest downturn and weakest

employment environment that many a generation will experience.

So when does this new negative cycle break? There are some indications that it could be soon. Unfortunately, new unemployment insurance claims are still running at a high and unfavorable volume, signaling that more people are still losing jobs than finding them. But organizations that monitor job postings online are beginning to see an uptick in the number of Utah job postings, breaking that indicator's recent and stubborn downward trend. Granted the uptick is minor and just coming off the bottom of the curve, but if it truly is the bottom, then job postings should increase as the months progress.

Yet, the pace of rebound will be sluggish, with stops and starts along the way. The prospects for a forceful Utah job hiring environment are not in the picture for 2009. There are concerns that it may not even emerge in 2010, although for now, that scenario seems unlikely. ⓘ

This is shaping up to be a downturn like none seen in Utah since the Great Depression.

Did You Know...

- The National Security Agency will build a 1-million-square-foot data center at Utah's Camp Williams. http://www.sltrib.com/news/ci_12735293
- Utah has one of the highest rates of home foreclosure in the country. <http://www.deseretnews.com/article/705317200/Utah-in-top-5-foreclosure-rate.html>
- Years of hefty rent increases in the Salt Lake area have come to an end. http://www.sltrib.com/business/ci_12788222



2

Who Works in the Leisure & Hospitality Industry?

*Youth dominate food services
employment—restaurants,
fast food, etc.—the largest
of the leisure and hospitality
employment area.*

Even though it has been five years since its introduction of Utah-specific data, I am still excited about the Census Bureau's Local Employment Dynamics program that applies gender and age demographics to Utah's industrial employment. All prior employment data was blind to what industries females were concentrated in, or where teens were prevalent. With this Census Bureau data, we can more deeply profile the leisure and hospitality labor force in Utah.

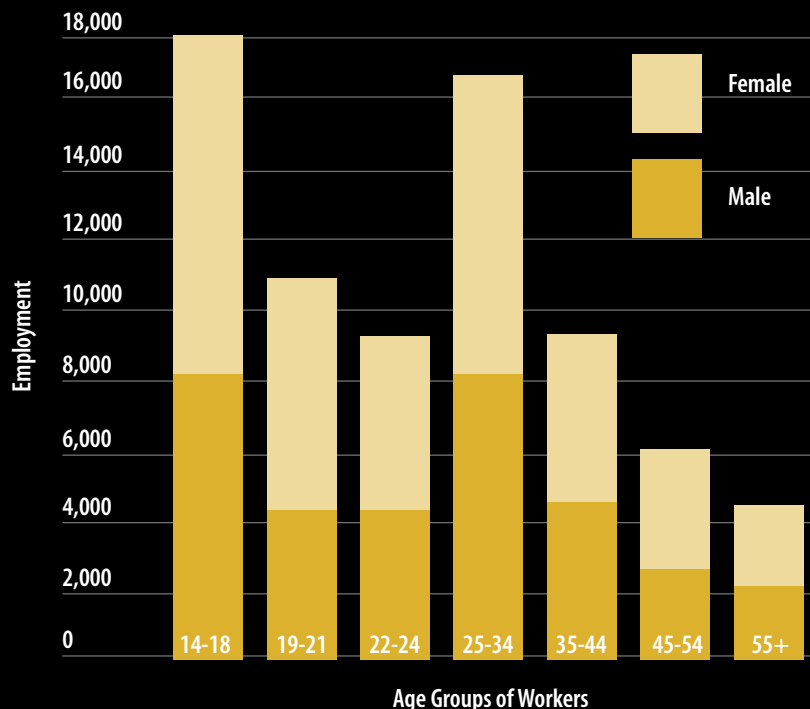
The largest leisure and hospitality employment area is food services (restaurants, fast food, etc.). Guess who makes up the bulk of the employment? You guessed it—youth. Almost 40 percent of all food service workers are 21 years of age or younger—and nearly 60 percent of them are female. That largely holds true across the entire industry. When evaluating all age groups, females make up 55 percent of the employment.

There are sizeable employment levels in the 25-to-44 year old group, largely representing that segment who has found a career position within this industry. In the restaurant industry, there is a dichotomy between the fast food restaurants and who they employ, and the more traditional restaurants that cater to a more exclusive clientele. In this 25-to-44 year age group, there are equal employment levels between males and females.

Accommodations (hotels and motels) are another important aspect within the hospitality industry. The employment levels are not nearly as large as in food services, but the tourism industry has no chance if there are not people who will do the work of hosting—so it is no less important. Again, another industry comprised of females by 55 percent. But the labor force is not nearly as young as with food service workers. The bulk of the workers here are in the 25-to-54 age group, with the majority being 25-to-34 year olds.

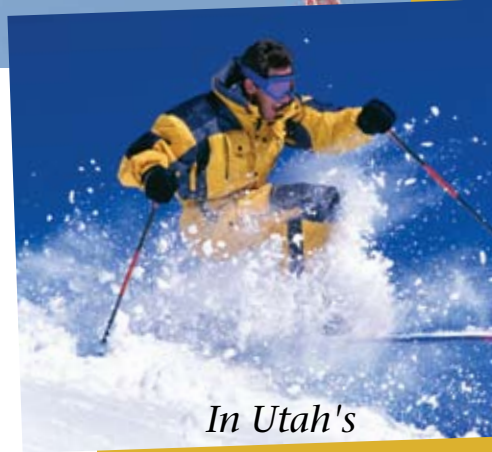


Food Services Employment in Utah • 2007



Then there is the recreation industry. With Utah having a vibrant ski industry, it would probably be best to profile recreation in two segments—winter activities and summer activities. The amount of employment is virtually the same in both periods. But the work crews are slightly different. There are a few more males in the winter months than the summer months. Not as many teens either, which is understandable, as they are in school then. Twenty-five-to-35 year-olds make up the largest employment group in winter, by far. They are also the largest employment group in the summer, but just barely ahead of the teens (14-to-18 year olds). This makes sense when one thinks of Lagoon as a major summer employer. Teens are a big part of Lagoon's labor force.

This year's data is not yet available, and won't be until this time next year. But it will be interesting to see if this same teen participation can hold. One of the characteristics of the current sharp economic downturn is that it is much harder for teens to find a job this year, as laid-off older workers are falling back into the teen's normal venues and taking whatever jobs they can find to tide them over. ①



In Utah's recreation industry, employment in winter vs. summer activities is about the same.



Key Ingredients to Recreation

The manufacturing, wholesale, and retail industry of sporting and athletic goods suffered job losses in 2008.

Utah's tourism office has heavily touted and promoted the state as a Mecca for outdoor recreation. The state's natural resources offer much to do in all areas and in all seasons. In their pursuit of outdoor activities, these outdoor enthusiasts demand gear. What equipment do people use in their tourist-related pursuits? And, what do Utah businesses actually produce in the sporting and athletic goods arena?

Manufacturing Sporting and Athletic Goods, How many employers and jobs?

This industry is pretty diverse because the sports and activities are also diverse. It can include the manufacturing of rock climbing devices, exercise equipment, mountain bikes, and goggles or other eyewear. That's just in summer. Don't forget about the winter snow sports and that equipment, including downhill and cross-country skis and snowboards.

In Utah during 2008, about 40 to 50 firms manufactured sporting and athletic goods. Most were small with fewer than 50 workers. Seven

firms had 100 or more workers on their payrolls, and two of these firms had 1,000 employees or more. Total employment in 2008 averaged 5,000 jobs. Employment in the industry has slipped some from about the 6,000 level in 2005 (see graph).

Getting the Goods to Consumers

The standard road to the consumer is through the wholesaler and on to the retail outlet. A significant portion of sporting and athletic goods end up in large retail stores classified as discount department stores, and super centers, because these mega-stores have sports departments but are, in general, not classified as sports stores. Some of the products will land in specialized sporting and athletic stores—the focus of this discussion. In Utah, firms specializing in sporting and athletic goods wholesale trade numbered 110 in 2008 and employed some 1,400 workers. On the retail side, the number of outlets is about 340. Retail businesses are scattered around the state but pretty much follow the population density. There are a handful of “chain” sports stores active in the state but most retail outlets are small shops geared

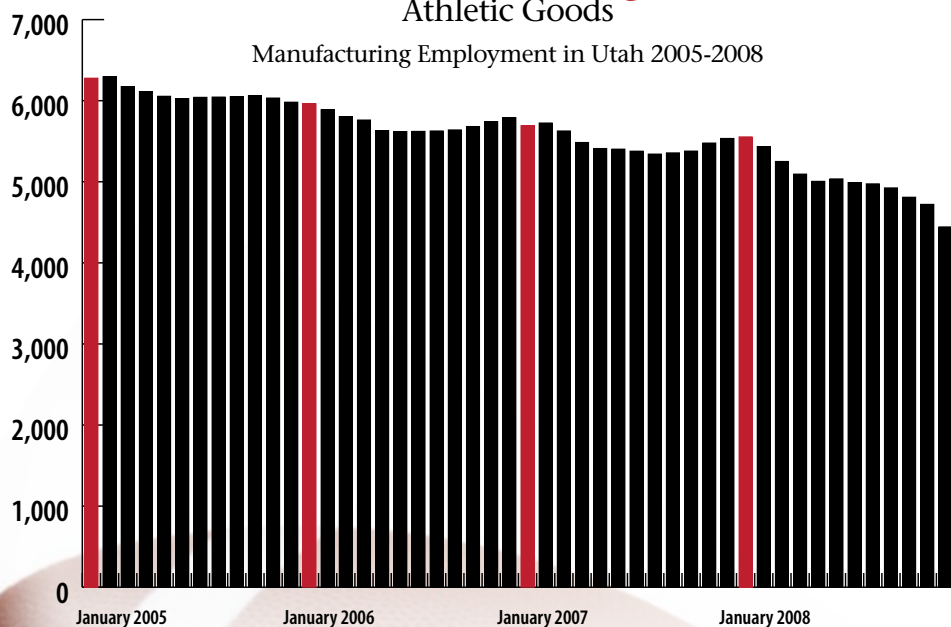
toward a specific type of recreation, like bicycling, hiking, and others. Employment in the retail sporting and athletic goods stores averaged about 4,400 in 2008, up from 3,800 back in 2005 but down from the 4,700 in 2007. Employment is somewhat seasonal (see graph).

The recession has had an effect on the sports and athletic goods manufacturing and trade industry. During 2008, all three sectors (manufacturing, wholesale, and retail) suffered job losses. This was also reflected in the year-over loss of gross taxable sales, to the tune of about 20 percent between fourth quarter of 2007 and fourth quarter of 2008. However, even with the recession affecting the industry, people still value their recreation and continue to purchase sports and exercise-related equipment.

Note: This article has addressed the manufacturing and distribution of sporting and athletic-related goods. Recreation is a larger topic that encompasses not only the manufacturing and use of equipment, but also includes recreational activities like golf, fitness, skiing, tennis, spa, and the like. ①



Sporting & Athletic Goods



Source: Utah Department of Workforce Services, July 2009

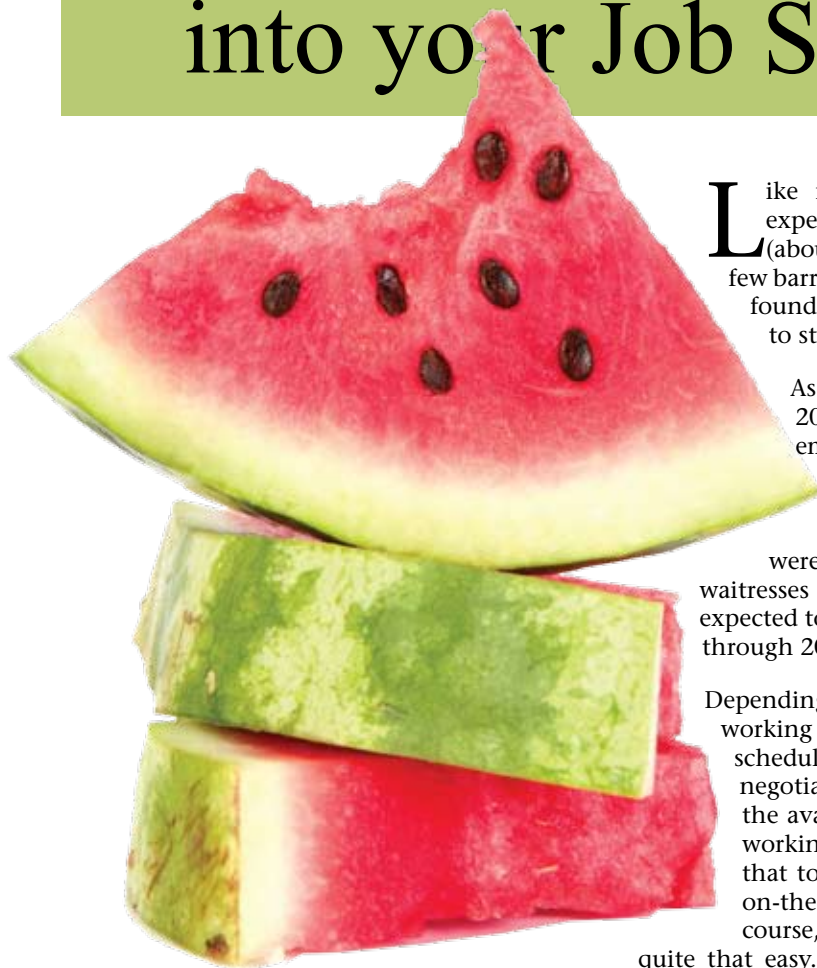
For a list of Sporting and Athletic Goods:

- Manufacturing firms: <http://jobs.utah.gov:8080/opencms/wi/pubs/trendlines/septoct09/naicsstatetlsep09.pdf>
- Wholesale Trade: <http://jobs.utah.gov:8080/opencms/wi/pubs/trendlines/septoct09/wtnaictlsep09.pdf>
- Retail Trade: <http://jobs.utah.gov:8080/opencms/wi/pubs/trendlines/septoct09/rtnaictlsep09.pdf>

BITE

into your Job Search

Food service can be a great place to start your job search.



Like many sectors, the food services industry has experienced employment losses over the last year (about 2.5 percent statewide). However, with relatively few barriers to entering many of the common occupations found in the industry, food service can be a great place to start your job search.

As of May 2008, waiters and waitresses comprised 20 percent of the food service industry's total employment. Further, job openings within the occupation occur more frequently than in many other occupations. The fourth quarter 2008 Job Vacancy Study estimated that there were approximately 500 openings for waiters and waitresses in metro Utah, and waiters and waitresses are expected to have 1,400 average annual openings in the state through 2016.

Depending on what you want out of a job, advantages to working as a waiter or waitress include, a flexible work schedule—at some restaurants it is typical to be able to negotiate your schedule or trade shifts with coworkers—the availability of part-time work and the possibility of working nights. The Bureau of Labor Statistics estimates that to successfully perform a waiter's tasks, short-term on-the-job training is generally all that is required. Of course, we all know that finding the "right" job is never quite that easy. To land a job as a waiter or waitress you will likely need a food handlers permit, may need to learn the ropes by starting as a host/hostess or by bussing tables, and if you're applying to work at an upscale restaurant, you may need related work experience.


Another occupation commonly found in food service is combined food preparation and serving workers, which make up almost 25 percent of the industry's employment. Like waiters and waitresses,

openings for combined food preparation and serving workers are frequent compared to openings for most other occupations and the position generally requires no more than short-term on-the-job training.

Along with making money, working as a waiter, waitress or food preparation worker can provide you with valuable experience, that, when coupled with other requisite skills, could make you a strong candidate for a supervisory or managerial occupation within the food service industry. Utah's first-line super-

visors of food preparation and serving workers had a median wage of \$14.04 an hour in 2008. Additionally, food service managers posted a median wage of \$23.64 an hour, and that occupation is determined to be a five-star job (five-star jobs have a strong employment outlook and relatively high wages).

If you'd like to obtain the necessary post secondary vocational training to be a chef or head cook, that occupation earned a median \$19.71 an hour in 2008, however, job openings can be hard to come by.

It is important to note that while the above occupations are frequently found in the food services industry, they can also be found in other industries (for example, a food service manager could be managing food operations at an elementary school or nursing care facility). So, when conducting your job search, taking a less than conventional approach can sometimes yield better results. Nevertheless, opportunities in the food service industry can be plentiful, so get out there and take a bite out of your job search! 

Occupation Title	Inexperienced Wage	Average	Median	Middle Range	Training
Chefs and Head Cooks	\$14.88	\$21.64	\$19.71	\$16.23 to \$26.10	Post secondary vocational training
Combined Food Preparation and Serving Workers, Including Fast Food	\$6.79	\$8.03	\$7.68	\$6.81 to \$9.00	Short-term on-the-job training
First-Line Supervisors/Managers of Food Preparation and Serving Workers	\$10.28	\$14.42	\$14.04	\$11.45 to \$16.89	Work experience (in related occupation)
Food Service Managers	\$17.63	\$25.91	\$23.64	\$19.15 to \$30.08	Work experience (in related occupation)
Waiters and Waitresses	\$6.75	\$9.23	\$7.90	\$6.86 to \$10.63	Short-term on-the-job training

Note: The above occupational wage data was collected prior to the federal minimum wage increase to \$7.25 per hour.

For more information on these occupations and others, visit <http://jobs.utah.gov/jsp/wi/utalmis/gotoOccinfo.do>



County Economic *Snapshots*

Designed to deliver quality information about each of the 29 counties.



If quick, current, summary data on your county's economy is what you're after then we have just the thing for you!

The Workforce Information unit of the Department of Workforce Services has just added a new product to the line of tools designed to deliver quality information about each of the 29 counties across the state. This new tool gives you the most current and topical information to describe the county labor market conditions and paint a clear picture of the overall economic situation facing workers, businesses and policy makers of the local area. Snapshots for every county can be found at <http://jobs.utah.gov:8080/opencms/wi/pubs/currenteconomicsnapshot/index.html>.

Key indicators of the county's economic health are provided in the "Quick Facts" section on the first page of the County Snapshot. Data in this section includes

the unemployment rate, job growth rate, housing permit information, and quarterly sales information from the state Tax Commission. Just think of the Quick Facts as the current key indicators of the local economic situation.

The rest of the Economic Snapshot consists of graphs and charts that essentially provide an explanation of the Quick Facts. Data is displayed in such a way to give detail to those numbers so that they can be understood in a historical and area-specific context.

The graphs are broken into categories: labor force, sales and building, unemployment claims, and an open category. For labor force data, our forte, the graphs available include: job growth over a two-year span, current job count by major industry, three years of seasonally adjusted unemployment rates, current job growth rates by major industry, and county comparisons. Another important piece of labor force provided

in the Snapshot is data on initial unemployment claims within the county.

Rounding out the county economic picture are charts showing a five-year series of yearly percent-change in permits for dwelling units and total permitted construction values, as well as a three-year breakdown of local percent-change in taxable sales.

The final graph (shall we call it "la pièce de résistance"?) is what we like to call the wild card. The data shown in this graph is chosen specifically by the regional economist and depicts an economic indicator uniquely important to that local economy. For example, Washington County's Snapshot currently includes a housing-price index graph, while Davis's highlights federal employment counts.

If quick and easy-to-understand local economic data is your desire, the County Snapshots are your best source. ●

If quick and easy-to-understand local economic data is what you desire, the County Snapshots are your best source.



A recent copy of the snapshot for Washington County.

Measuring Utah's Tourism Economy



Utah provides an abundance of recreation opportunities, from the “Greatest Snow on Earth” to magnificent red-rock deserts and beautiful mountains for visitors and locals to enjoy. This issue of TrendLines is looking into various aspects of Utah’s travel, tourism, and recreation industry, and some of the challenges that economists have in measuring its impact.

What generates real wealth for an economy is to produce and sell goods (exports) to those outside the local economy. This brings in additional wealth, which expands the economy. All areas try to find those export goods that others will want. One such good for the State of Utah is travel, tourism, and recreation. But instead of sending a good out, visitors are attracted from outside the area to come and experience that good. Visitors spend income on attractions, activities, lodging, and food, to name just a few. That new income adds to the wellbeing of the local economy.

According to the most recent Utah Travel Council data for 2008, an estimated 20.4 million non-residents visited Utah and spent \$7.1 billion. Visits by non-residents and residents created an estimated 113,030 jobs for Utahns. Travel and recreation are indeed big businesses in Utah.

However, there are many challenges in measuring travel, tourism, and recreation as an industry. Under the national

industrial coding system, there really isn’t a travel, tourism, and recreation industry per se. Instead, it uses a broad industry titled leisure and hospitality, which is primarily made up of accommodations, food services, and recreation. Undoubtedly, these are part of the travel, tourism, and recreation industry, but it also excludes other industries that serve visitors. Because of this, economists look at the various industries and decipher which parts are related to travel activities. Some additions include air transportation, rail transportation, travel planning, scenic sightseeing, retail trade stores, gas stations, auto repairs, and rentals of recreation goods.

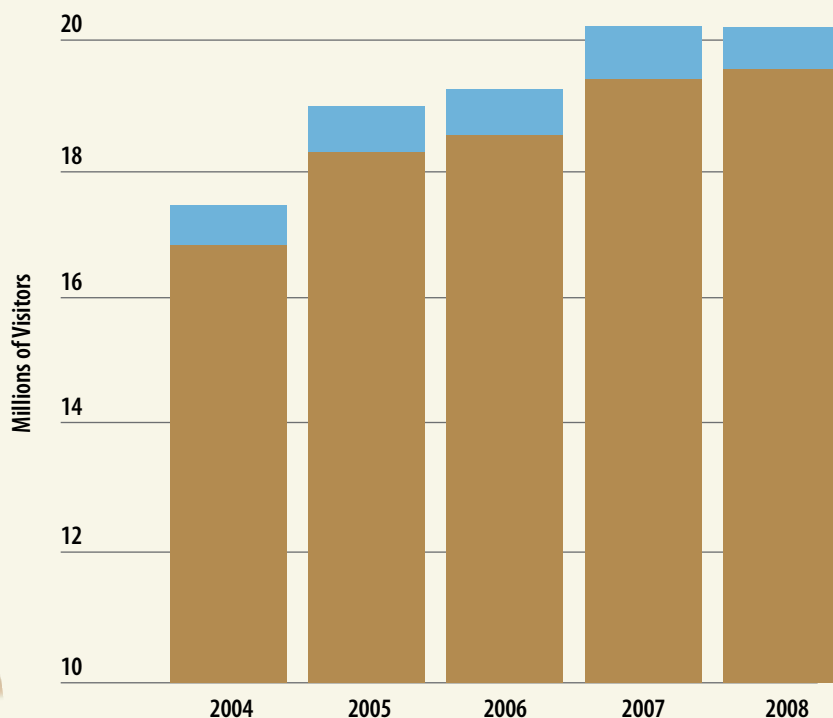
Complicating the matter is that, while visitors use grocery stores, so do locals. So economists try to determine the share of each industry that is related to non-resident visitors. To do this they may do surveys of resident and non-resident visitors to find out what goods they purchase and what services they use. After that, a model is developed from which the impacts of this industry are generated. It should also be noted that outside visitors’ spending and behavior differs from that of in-state

An estimated 20.4 million non-residents visited Utah and spent \$7.1 billion. Travel and recreation are indeed big businesses in Utah.

travelers, and that mix can enhance or diminish economic impacts. For example, non-resident skiers stay longer and spend more at Utah ski resorts than do resident skiers. Another complicating factor is that travel, tourism, and recreation-related industries and jobs are often seasonal in nature, with many offering low pay.

Still, in spite of these challenges to measure its impact, travel, tourism and recreation play a significant role in Utah's economic strength and vitality. Its impact will continue to grow as more visitors come to enjoy the many remarkable opportunities Utah offers. ①

Number of Estimated Non-Resident Visitors to Utah 2004—2008



Source: Utah Travel Council.



See the following links for more information:

- http://travel.utah.gov/research_and_planning/documents/TourismataGlance2008_001.pdf
- <http://www.governor.utah.gov/dea/ERG/2009ERG.pdf>
- <http://jobs.utah.gov/opencms/wi/statewide/ifsheets/accommodationfoodservices.pdf>
- <http://jobs.utah.gov/opencms/wi/statewide/ifsheets/artsentertainment.pdf>
- <http://www.deseretnews.com/article/705315621/Utahs-top-10-For-little-or-no-cost-Utahns-can-enjoy-wealth-of-recreation.html>
- <http://www.bebr.utah.edu/Documents/uebr/UEBR2000/Mar-Apr%202000.pdf>

Foreign Visitors
U.S. Visitors



Down Time

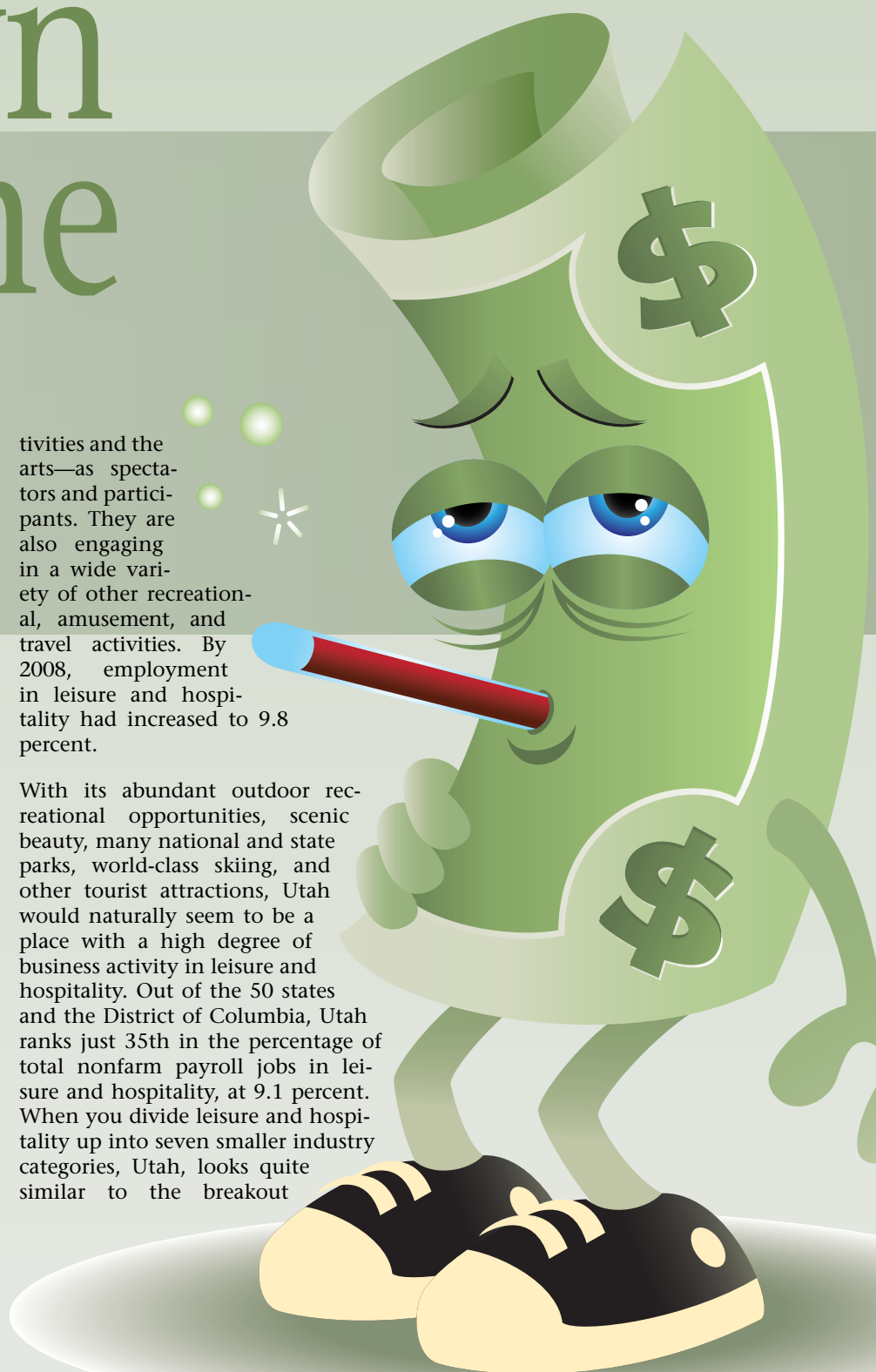
Since the start of the recession in December 2007 through June 2009, nonfarm payroll jobs have fallen in the U.S. by 6.5 million, a reduction of 4.7 percent. Job losses have been occurring in most broad industrial sectors including “leisure and hospitality” services, which has shed 383,000 jobs, a decline of 2.8 percent.

Undoubtedly, the structure of the national economy will change as this recession ends and growth resumes. The economy will expand again, with incomes rising and the standard of living in the United States improving. In this process, new knowledge and technology are incorporated into ever-changing patterns of commerce. Nowhere is the changing structure of economic activity more evident than in leisure and hospitality services—with the increasing demand for food and drink, recreation, amusement, and lodging.

In 1970, the leisure and hospitality industry accounted for about 6.7 percent of all nonfarm employment. Over time, Americans are choosing to eat out more and increasingly pursuing sporting ac-


tivities and the arts—as spectators and participants. They are also engaging in a wide variety of other recreational, amusement, and travel activities. By 2008, employment in leisure and hospitality had increased to 9.8 percent.

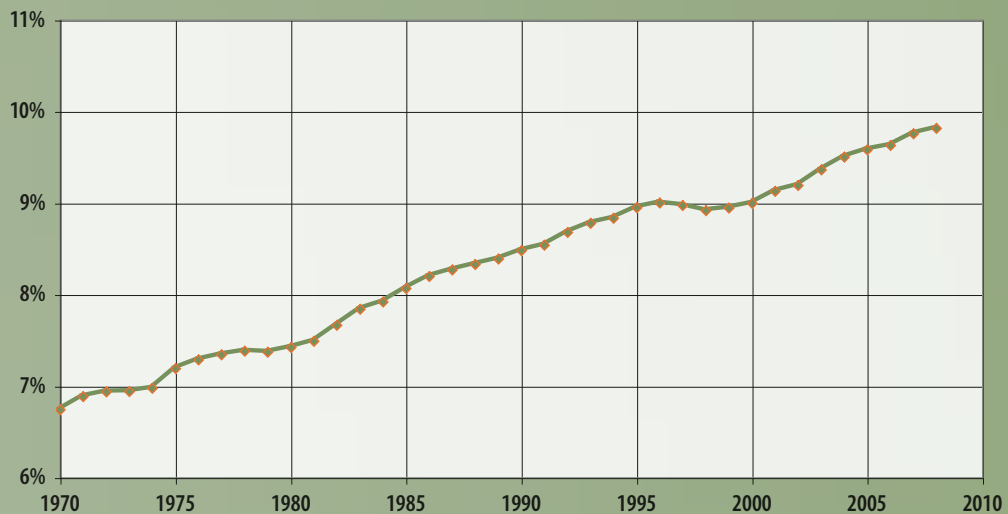
With its abundant outdoor recreational opportunities, scenic beauty, many national and state parks, world-class skiing, and other tourist attractions, Utah would naturally seem to be a place with a high degree of business activity in leisure and hospitality. Out of the 50 states and the District of Columbia, Utah ranks just 35th in the percentage of total nonfarm payroll jobs in leisure and hospitality, at 9.1 percent. When you divide leisure and hospitality up into seven smaller industry categories, Utah, looks quite similar to the breakout



found in the nation as a whole (see chart). Utah, with relatively fewer private sector jobs in recreation and lodging than the national average, still has a strong tourist draw from outdoor activities—particularly winter skiing. Utah ranks second, behind Colorado, in the proportion of its private jobs located at skiing facilities. While the pro-

portion of private Utah workers in the ski industry is just 0.32 percent, this is about 10 times the national average of just 0.03 percent. The direct ski industry jobs seem to be few but they support other leisure and hospitality jobs at restaurants and hotels. This is also true for many other Utah recreational pursuits—boating, hunting, camping,

river running, hiking and sightseeing. As we become more prosperous as a nation, people will seek to broaden their recreational, leisure and travel opportunities. So into the future, leisure and hospitality will continue to play an increasingly important role in the economic life of the United States and Utah. 



Leisure and Hospitality Jobs as a Percent of Total Nonfarm Payroll Jobs in the U.S.

*Job losses have occurred in the
leisure and hospitality services
industry, which has shed
383,000 jobs.*



Quiz:

- Who protects the environment from foreign invaders (tamarisk, Russian olive and zebra mussels) and the public from being ravaged by bears, mountain lions, or their own naiveté?
- Who takes your entrance fee for admittance to some of the most beautiful scenery in the world one day and could be doing trail maintenance or firefighting the next?
- Who can deftly answer questions about the difference between an arch and a natural bridge, or why the Great Salt Lake is salty or how fast a bison can run?

If you said PARK RANGER, you're right! There are 391 national parks and sites in the United States that were visited by 276 million people in 2006. In Utah there are over 40 state parks and museums that draw about 5 million visitors. Ensuring that visitors enjoy the facilities, obey the rules, and come to no harm are thousands of park rangers who have at least a bachelor's degree, enjoy working with the public and have passed an accredited law enforcement entrance exam. Many of them start out as volunteers as a way to enter this competitive field.

They work in urban, suburban and rural areas all over the nation. More than half of the rangers employed by the federal government work east of the Mississippi River.

Two well-known park rangers were Gerald Ford, the only president to serve as a ranger in the National Park Service and who added 18 areas to the National Park System during his tenure, and Edward Abbey who was a ranger at Arches National Park in the



Ranger

Gatekeeper to Nature

While the pay is not extraordinary, the fringe benefits are priceless.

1960s. And don't forget the most famous ranger of all, Smokey the Bear who has been the voice of reason when it comes to preventing wild fires since the 1950s.

Whether in a national, state or local entity, a park ranger's duties are varied. The focus can be patrol and enforcement, interpretation and education, fee collection and administration or any combination of those duties.


Law enforcement rangers have police powers and enforce both national laws and park regulations. Crimes committed in national parks are federal crimes. According to FBI statistics America's national parks are safer than the rest of the country. In 2006, there were 1.65 violent crimes per 100,000 people in national parks compared to 469 per 100,000 in the rest of the U.S. Park rangers not

only protect us from the outdoors, they protect the outdoors from us and us from one another. Interpretive rangers are guides to the natural, cultural and historic worlds. They usually have master's degrees in one of the natural sciences or history, and spend much of their time developing and providing educational programs that explain the scientific, historic, cultural and natural features while fostering a visitor's stewardship toward area resources.

Generalist rangers collect entrance and camping fees, explain park rules and often take part in trail maintenance and fire control. Even though they mostly work outside, there are rangers who work in offices and do administrative work especially as they advance toward managerial positions. Uniformed rangers, regardless of their primary duties, are usually expected to

be experts on all the resources under their care.

A recent job listing on statejobs.utah.gov for an entry-level park ranger listed duties such as patrolling on foot, vehicle, vessel, OHV; search and rescue; investigating accidents and crimes; developing and providing interpretive and educational programs; collecting fees; basic accounting; general maintenance of grounds, buildings and mechanical devices; and supervising seasonal employees, interns and volunteers. The starting pay was \$16.07 per hour.

That is a varied list of duties. And it is this variety, plus the fresh air and beautiful surroundings that inspired one ranger to remark that while the pay is not extraordinary, the fringe benefits are priceless: clean air to breathe, stillness, solitude and space. 

Utah Parks Driving Summer Tourism Season



If you pay a visit to one of Utah's national parks this summer, you may wonder if the economy really is in a recession. Since the beginning of the year, visitation to Utah's five national parks—Arches, Bryce Canyon, Canyonlands, Capitol Reef, and Zion—is up 7.4 percent. Year to date, statewide occupancy is off 8.2 percent, but lodging properties in Utah cities and towns surrounding the national parks report strong bookings this year, reflecting an influx of international visitors traveling to the parks. If you're hiking on one of the many trails, you'll likely hear multiple languages being spoken.

Tourism is Utah's sixth largest industry, according to estimates in the 2008 Economic Report to the Governor. Traveler spending rose an estimated 6.2 percent in 2008 to \$7.1 billion. An estimated 20.4 million domestic and international visitors vacationed in Utah in 2008. A majority of those visitors come from surrounding states.

In 2008, 5.6 million recreation visits were made to Utah's five national parks. Another 3 million recreation visits occurred at Utah's seven national monuments, two national recreation areas, and one national historic site.

This is a great year to visit Utah's national parks with Zion National Park, Utah's most popular, celebrating its

centennial. Activities commemorating Zion's centennial can be found online at <http://www.nps.gov/zion/parknews/a-century-of-sanctuary.htm>.

New amenities are offered at Bryce Canyon this summer. A new hotel opened in May, featuring 164 luxurious guest rooms. It's located just off of southern Utah's Scenic Byway 12, which is an All-American Road. Visitors to Bryce can also learn about astronomy through the Night Sky program, weather permitting. <http://www.nps.gov/brca/planyourvisit/astronomyprograms.htm>

More than 2,000 natural sandstone arches can be viewed in Arches National Park, including the iconic Delicate Arch. The park features a wealth of hiking trails ranging in length and difficulty. <http://www.nps.gov/arch>

Visitors to Canyonlands National Park in southeastern Utah enjoy hiking, biking, river-running or four-wheel driving in the backcountry. The Colorado and Green Rivers divide the park into three districts—Island in the Sky, Maze, and Needles. Each district has its own visitor center. <http://www.nps.gov/cany/>

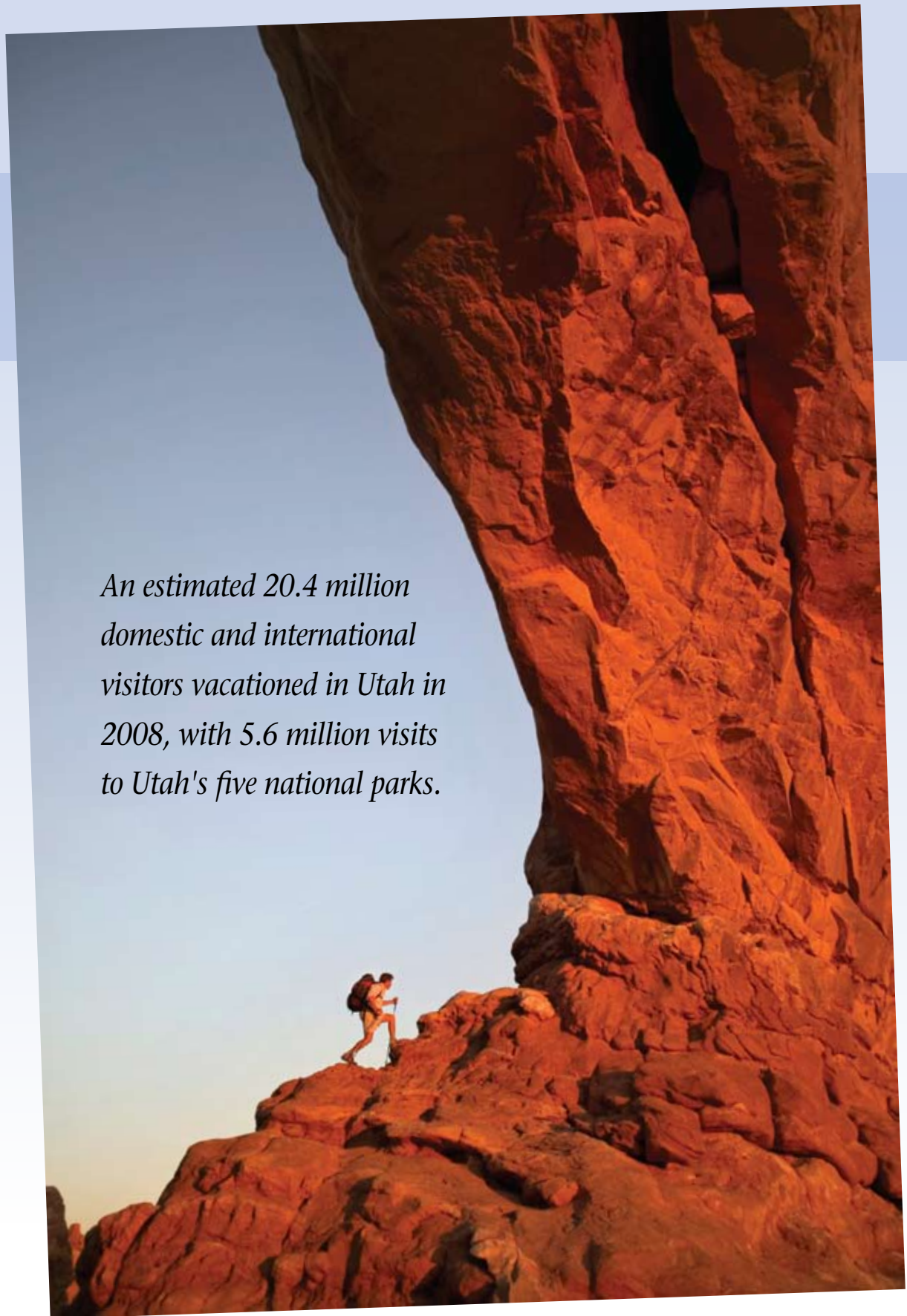
Unique to Capitol Reef National Park are the orchards that date back to the pioneers. The public can pick and keep

the fruit for a modest charge. Other popular activities include hiking and wildlife viewing. <http://www.nps.gov/care>

Visitation to Utah's state parks is estimated to be up by 2 percent. The weather was a little cool in Utah this spring, contributing to a slow start to the summer season. But, many families are planning vacations a little closer to home this year, following a national "staycation" trend. The state parks provide activities such as hiking, boating, golf or learning about Utah's Native American or pioneer history at one of the museums. <http://www.stateparks.utah.gov/>

A majority of Utah's tourists come during the warm weather months, but Utah's ski and snowboard industry attracts millions of destination visitors every year. Recently-released data shows that Utah didn't have its sixth record-breaking ski season in a row, but Utah's 13 ski resorts did enjoy their fourth-best season on record. The 2008-2009 winter season ended with a total of 3,972,984 skier days, down 6.5 percent from last year's fifth consecutive record-breaking year at 4,249,190. The resorts are also open for summer and fall activities, including hiking, biking, and outdoor concerts.

To plan your Utah vacation, visit www.utah.travel ⓘ



An estimated 20.4 million domestic and international visitors vacationed in Utah in 2008, with 5.6 million visits to Utah's five national parks.

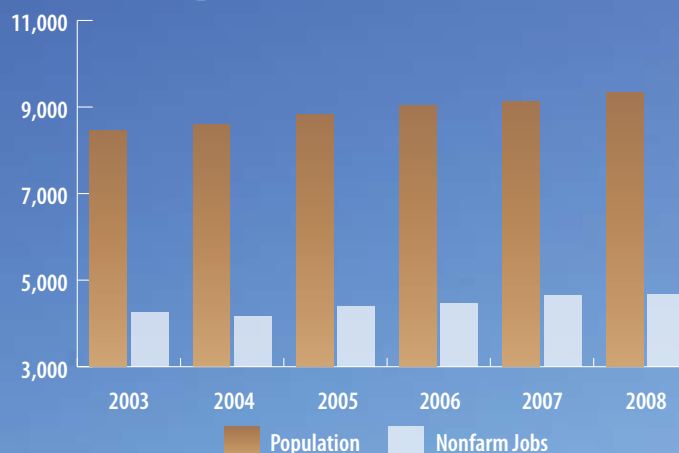
Grand County

Grand County is an internationally renowned outdoor recreation destination, centered around the city of Moab, with mountain biking, river running, off-road travel, and spectacular red rock formations within Arches National Park.

Population is one of the most important indicators of vitality for a rural area like Grand County. In the last five years, 2003 to 2008, population growth has averaged a healthy 2 percent per year. Job growth, while averaging almost 2 percent as well over this same period, slowed to a crawl in 2008, averaging 4,684—just 25 more jobs than recorded on average in 2007.

At the end of 2008, Grand County was feeling the effects of the national recession, with significant job losses in construction, real estate, and manufacturing. In the first quarter of 2009, recessionary affects had spread to the tourism industry, as employment in lodging and food services in March of 2009 was 11.7 percent below the level of March 2008. ⓘ

Grand County
Population & Nonfarm Jobs



Source: Utah Population Estimates Committee and Utah Department of Workforce Services.



A jeep / rock crawler 4x4 climbing the red slick rock of Southern Utah.

The Job Interview

When you receive an invitation to interview for a job, chances are the employer believes you meet the minimum qualifications for the job based on the information from your resume and/or application. Congratulations!

The job interview is a good time for the employer to gain some more information from you and to see if you are a good fit for the job. It is also a good time for you to see if the organization is a good fit for you!

The key to a great interview is to prepare in advance:

Practice answering typical job interview questions. Focus on incorporating positive information about your skill set and ways that hiring you will benefit the company into your answers.

Questions that May Come Up:

- What are your strengths?
- What are your weaknesses?
- Why should we hire you?
- Why did you leave your last job?
- Why do you want this job?
- Tell me about yourself

Research the organization. It will impress the employer if you know something about the organization's products, services, etc. Simply check out their web site to find this information. It is easy to find most employers' web sites by using a search engine such as Google.com—you just type the employer's name into the search engine.

Gather any documents you might need such as a copy of your resume, your driver's license, school transcripts, certifications, examples of your work, etc. You should also bring a pen and paper in case you need to take notes or write down information.

Your appearance is important. Dress a step above what you would be wearing on the job. Make sure you appear neat and professional for the job interview. Get a good night's sleep the night before the interview so you look and feel your best. Always turn off your cell phone!

Make sure you know the location of the interview. You don't want to be flustered

or late because you got lost driving there. Arrive about ten minutes early for the interview. You don't want to be too early and you certainly don't want to be late. If you are going to be late, make sure you call and let them know.

When you arrive for the interview:

Always be professional and polite to everyone you meet. The receptionist may informally provide an opinion to the interviewers after you leave.


Greet the interviewer with a firm handshake. You don't want your handshake to be bone-crushing or limp.

Make eye contact with the interviewer and smile. Show that you are confident and excited to be there. Try to avoid saying words like "um."

Be aware of your body language. Sit up straight in your chair and keep your hands in your lap. Don't fold your arms, put your hands in your pockets, crack your knuckles, tap a pen or play with your hair.

Listen carefully to the questions and respond positively and honestly. Focus on your qualifications and what you can bring to the job. It is OK to ask them to repeat the question or to take a few seconds to think about your response. Don't talk about what the organization can do for you. Always answer the question that is being asked. Don't ramble on or talk about your personal life. Demonstrate a positive attitude and a willingness to learn.

Always ask the interviewer at least one question at the end of the interview. This shows you are interested in the job. Do not ask questions that focus on you such as the pay, benefits, vacation time, etc. You should save these questions for when you are offered the job. Ask something about the job or the organization such as what a typical day is like, what your responsibilities would be, whom you would report to, or advancement opportunities. Remember, this is your opportunity to find out if this employer is right for you too!

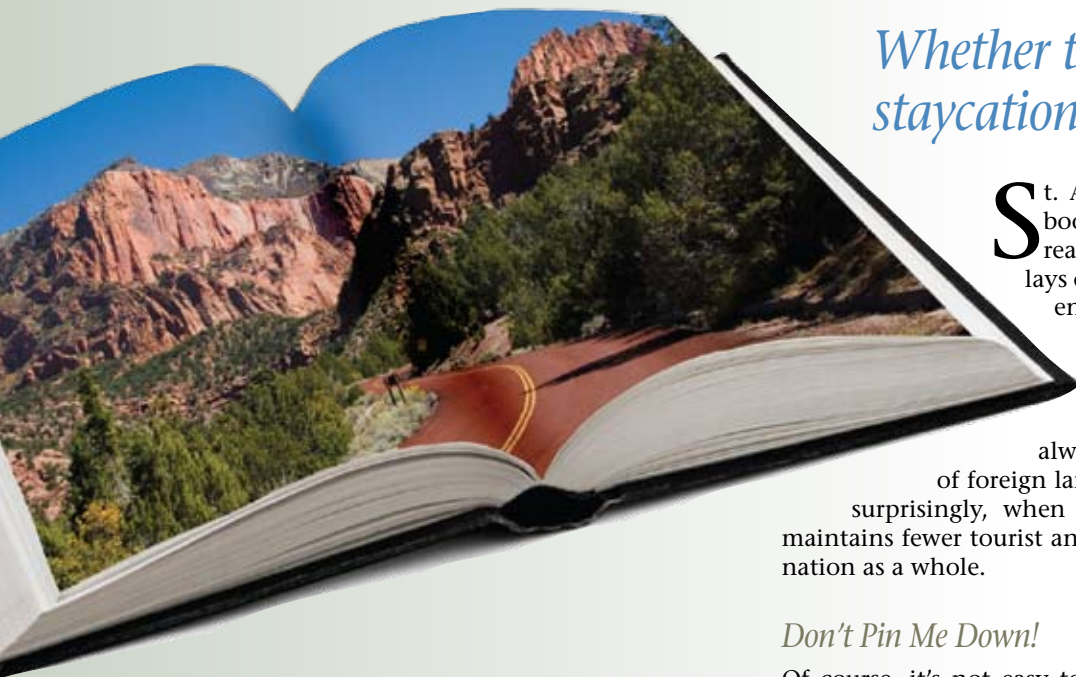
At the end of the interview, if you want the job, ask for it! You can say something like, "I think this seems to be a really great place to work and the job seems to be a great fit for me. I would like to have this job." 



The key to a great interview is to prepare in advance.

Many Nonurban Counties Reliant on Tourism-Related Jobs

*Whether they are
staycations or vacations*



Most counties with a high proportion of leisure & hospitality services jobs experience employment fluctuations.

St. Augustine wrote, “The World is a book, and those who do not travel read only a page.” Certainly, Utah lays claim to one of the most beautiful, enticing and intriguing chapters in St. Augustine’s imaginary tome.

Others agree. I live 20 miles from the gateway to Zion National Park, and my summers are always filled with the lilting sound of foreign languages and unusual accents. Yet, surprisingly, when it comes to employment, Utah maintains fewer tourist and recreation-related jobs than the nation as a whole.

Don't Pin Me Down!

Of course, it's not easy to pin down what's tourist-related employment and what's not. Tourists eat at restaurants and shop at retail outlets—but so do locals. Tourists rent cars and fly in planes—but so do locals. Tourists golf and attend theatrical productions—but so do locals. Labor market economists typically use employment in the leisure and hospitality services industry as a proxy for tourism employment. Leisure/hospitality services include a wide variety of businesses: performing arts, spectator sports, museums, amusement/recreation, all types of lodging, restaurants, fast-food providers, and drinking establishments. Again, many of these services are used by locals. However, in determining the importance of tourism to an economy, the share of total employment is a better indicator than the actual number of jobs. In other words, an area with a high percentage of leisure/hospitality jobs would be more dependent on tourism for employment than an area with a low share.

Leisure and Hospitality Industry Employment as a Percent of Total Nonfarm Jobs 2008*

How Important is it?

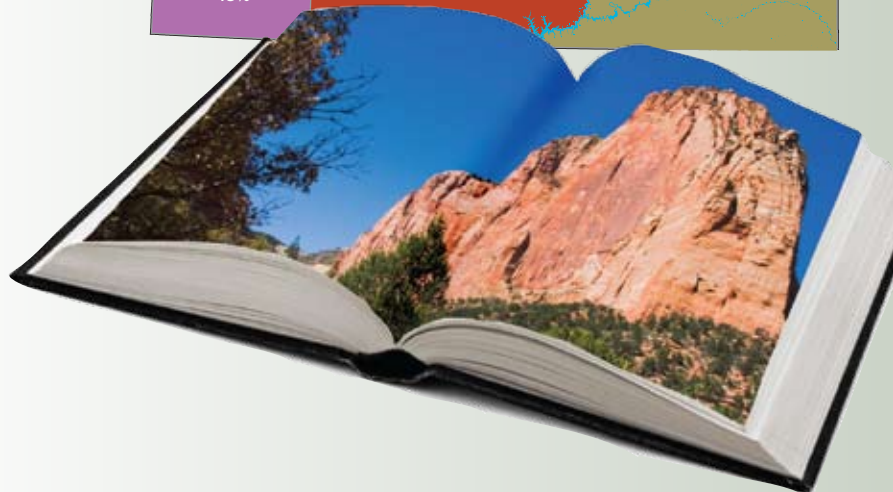
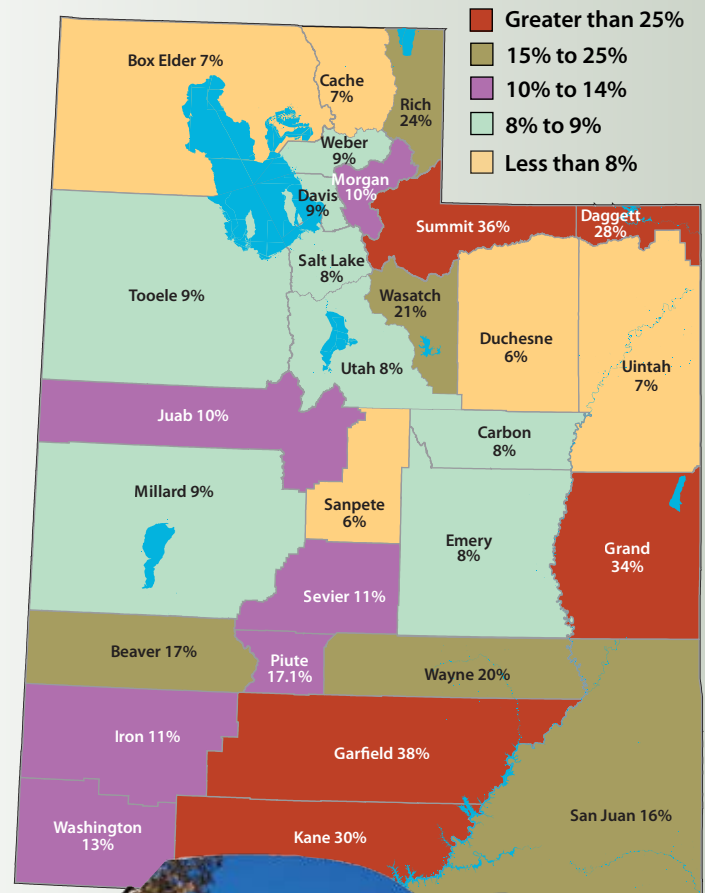
Despite Utah's reputation as a travel destination, its share of leisure/hospitality jobs is slightly less than the national average—about 9 percent for Utah compared to 10 percent for the U.S. Not surprisingly, most urban counties show leisure/hospitality employment shares of 8 to 9 percent—right around the state average. (They do, after all, incorporate the lion's share of Utah jobs.) On the other hand, counties outside the Wasatch Front run the gamut from little tourism dependence to an almost extraordinary reliance on travel-related employment.

At the top of the list is Garfield County. Visitors to Bryce Canyon provide employment opportunities to almost 40 percent of the county's workers. Utah's other major recreational draw—skiing—comes into play in Summit County, where 36 percent of jobs can be found in the leisure/hospitality sector. In addition, recreational activities in Grand, Daggett and Kane counties have created strong tourism economies. These three areas show leisure/hospitality employment shares of roughly 30 percent. Think about it another way...in these counties, tourism-related jobs employ about one-third of the work force. Another five nonurban counties—Rich, Wasatch, Wayne, Beaver, and San Juan—rank in the second tier of tourism-dependent counties, with leisure/hospitality employment shares of 16 to 24 percent.

On the other end of the scale, the counties with the smallest share of tourism-related employment are also all off the Wasatch Front. Box Elder, Cache, Uintah, Sanpete, and Duchesne counties all display leisure/hospitality services employment percentages of 7 percent or less.

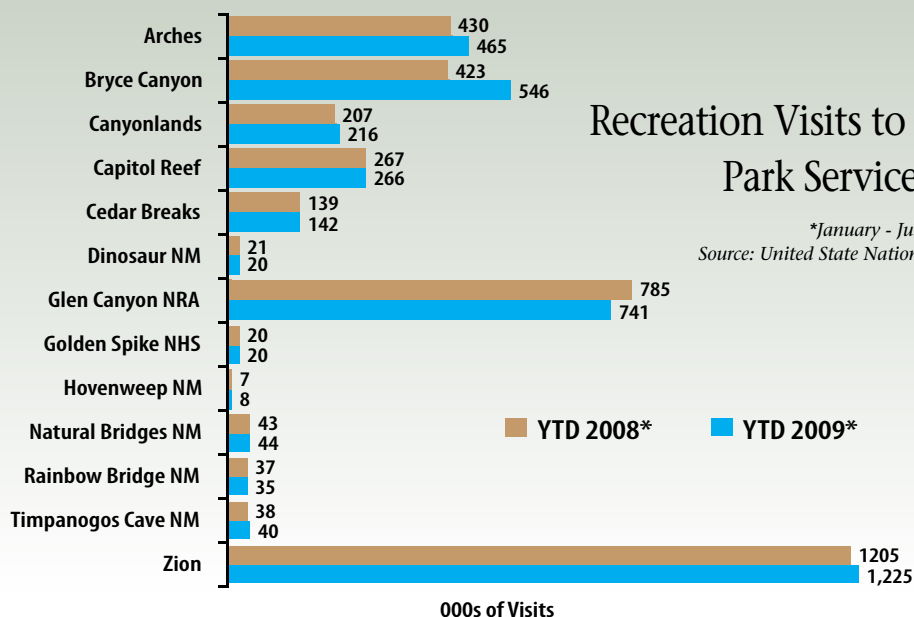
Tourism Dependence Brings Its Own Challenges

Since tourism employment opportunities are typically seasonal, most counties with a high proportion of leisure/hospitality services jobs experience



* Preliminary

Source: Utah Department of Workforce Services



The U.S. National Park Service reports that recreation visits for its Utah sites are up 4 percent for the first six months of 2009.



substantial employment fluctuations. This seasonality also means workers are often unemployed in the off-season—which sometimes translates into perennially high unemployment rates. In 2008, three of the counties with high dependence on tourism employment—Garfield, Grand, and Wayne—also experienced some of the highest unemployment rates in the state. Summit is the exception here. The reason? Unemployment rates are calculated by a worker's county of residence and few of Summit County's leisure hospitality service workers can actually afford to live within the county's borders. In addition, because of this industry's seasonal, part-time and "low-wage" nature, counties with a high dependence on tourism-related employment typically show lower-than-average wages. However, don't forget businesses which service the tourist crowd are often owned by locals and provide a substantial income to owners.

A Tale of Tourism and the Recession

How has the current economic downturn affected tourism employment outside the Wasatch Front? Remarkably, during the recessionary year of 2008, most counties managed to either maintain or add to their leisure/hospitality employment. However, the beginning of 2009 tells a different tale. In the first quarter of 2009, almost every county showed a decline in leisure/hospitality jobs as travelers stayed home and spent less. In addition, both the Mountain Travel Research Program and the Rocky Mountain Lodging Report suggest hotel occupancy rates throughout Utah were down

for the first few months of 2009—although reservations for future stays appear to be improving.

For counties whose tourism bread-and-butter jobs are associated with summer travel, there may be more good news. The U.S. National Park Service reports that recreation visits for its Utah sites are up 4 percent for the first six months of 2009. Nine of the state's 13 national parks, monuments, historical sites, and recreation areas have experienced increased visitation. The large addition to hotel rooms at Ruby's Inn may be contributing to the 29-percent boost in visits to Bryce Canyon. Plus, stops at Utah's most-visited national park—Zion—are up almost 2 percent from last year. A few smaller parks and monuments did experience declining visits, but the largest drop occurred at the Glen Canyon National Recreation Area where 44,000 fewer visits occurred between January-July 2009 than in the same time period in 2008. ①

just
the
facts...

June 2009 Unemployment Rates

Utah Unemployment Rate	5.7
U.S. Unemployment Rate	9.5 %
Utah Nonfarm Jobs (000s)	1,215.4
U.S. Nonfarm Jobs (000s)	132,651.0

Changes From Last Year

Up	2.2 points
Up	3.9 points
Down	3.7 %
Down	4.2 %

June 2009 Consumer Price Index Rates

U.S. Consumer Price Index	215.7	Down	1.4%
U.S. Producer Price Index	174.1	Down	4.6%

Source: Utah Department of Workforce Services

June 2009 Seasonally Adjusted Unemployment Rates

Beaver	4.5 %
Box Elder	6.1 %
Cache	4.2 %
Carbon	6.8 %
Daggett	4.7 %
Davis	5.1 %
Duchesne	7.4 %
Emery	5.1%
Garfield	7.7 %
Grand	7.0 %
Iron	6.6 %
Juab	7.1 %
Kane	5.9 %
Millard	4.4 %
Morgan	4.7 %
Piute	6.4 %
Rich	4.2 %
Salt Lake	5.6 %
San Juan	9.5 %
Sanpete	6.4 %
Sevier	5.9 %
Summit	6.0 %
Tooele	6.3 %
Uintah	7.0 %
Utah	5.2 %
Wasatch	6.3 %
Washington	7.3 %
Wayne	6.3 %
Weber	6.8%

Watch for these features in our
Next Issue:

Theme:
Healthcare

County Highlight:
Iron

Occupation:
Pharmacists & Pharmacy
Technicians

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Workforce Development and Information Division
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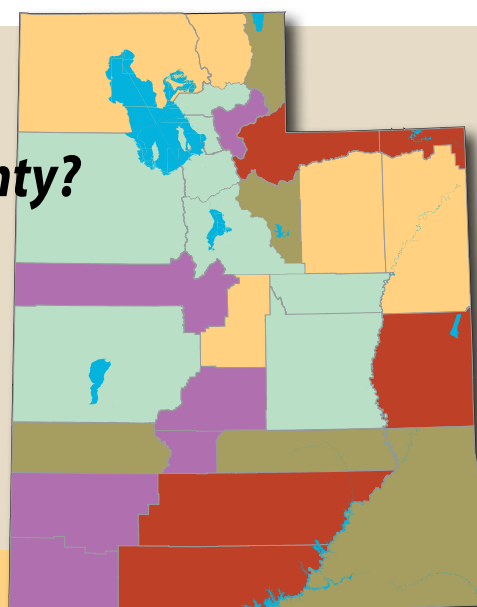
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GEOGRAPHY

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LABOR FORCE DATA

EMPLOYMENT AND WAGE DATA



Find it at

jobs.utah.gov

click on Workforce Information, click on County Information

